

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claims 1-20 (cancelled)

Claim 21 (previously presented): A method for enabling a remote user to preview a portion of a pre-recorded video product from a network web site containing pre-selected portions of different pre-recorded video products, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the method comprising the steps of:

- a) using a web browser process at the remote user's computer to establish a telecommunications link to the network web site served by a web server process wherein the network web site comprises (i) a central host server coupled to a communications network running at least one application program for retrieving and transmitting the pre-selected portion of the pre-recorded video product upon request by a remote user, (ii) a central storage device for storing pre-selected portions of a plurality of different pre-recorded video products, and (iii) a database associated with the application program for the persistent storage of user-related information;
- b) prior to previewing a pre-selected portion of a pre-recorded video product, transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network web site using the application program database and user identification data;
- c) choosing at least one pre-selected portion of the pre-recorded video products from the central host server;
- d) receiving through the web browser process the chosen pre-selected portion of the pre-recorded products at the remote user's computer;
- e) interactively previewing the received chosen pre-selected portion of the pre-recorded video product; and

f) persistently storing data corresponding to the remote user's activities in the database on the network web site along with the user identification in a manner that allows pre-selected portions of pre-recorded video products previewed by a remote user to be associated with the remote user who previewed them using the user identification data.

Claim 22 (previously presented): The method of Claim 21 further comprising the step of rating the chosen pre-selected portion of the pre-recorded video products.

Claim 23 (previously presented): The method of Claim 21 wherein the central storage device comprises a plurality of compact disc - read only memory (CD-ROMs).

Claim 24 (previously presented): The method of Claim 21 wherein the central storage device comprises a RAID array drive.

Claim 25 (previously presented): A method for enabling a remote user to preview a portion of a pre-recorded video product from a network web site containing pre-selected portions of different pre-recorded video products, using a computer, a computer display and a telecommunications link between the remote user's computer and the network web site, the method comprising the steps of:

a) using a web browser process at the remote user's computer to establish a telecommunications link to the network web site served by a web server process wherein the network web site comprises (i) a central host server coupled to a communications network running at least one application program for retrieving and transmitting the pre-selected portion of the pre-recorded video product upon request by a remote user, (ii) a central storage device for storing pre-selected portions of a plurality of different pre-recorded video products, and (iii) a database associated with the application program for the persistent storage of user-related information;

b) prior to previewing a pre-selected portion of a pre-recorded video product, transmitting user identification data from the remote user's computer to the central host server thereby allowing the central host server to identify and track the user's progress through the network web site using the application program database and user identification data;

- c) choosing at least one pre-selected portion of the pre-recorded video products wherein the portion of the pre-recorded product is identified by a product code;
- d) receiving through the web browser process the chosen pre-selected portion of the pre-recorded video products at the remote user's computer;
- e) interactively previewing the received chosen pre-selected portion of the pre-recorded video product; and
- f) persistently storing data corresponding to the remote user's activities in the database on the network web site along with the user identification in a manner that allows pre-selected portions of pre-recorded video products previewed by a remote user to be associated with the remote user who previewed them using the user identification data.

Claim 26 (previously presented): A computer system comprising:

- a) a networked central host web server that retrieves and transmits a pre-selected portion of a pre-recorded video product upon request by a remote user using a web browser over a telecommunications link, the central host web server hosting a web site that enables receipt of the video product through the web browser for preview of pre-selected portions of pre-recorded video products on a computer associated with the remote user;
- b) a central storage device that stores pre-selected portions of a plurality of different pre-recorded video products, the central storage device coupled to the central host server;
- c) at least one machine executable program of instructions that provides: an identification (ID) process comprising recognizing user identification data, transmitted from the remote user's computer to the central host server, prior to preview of the pre-selected portion of the pre-recorded video product by the remote user; a tracking process comprising tracking the remote user's progress through the network web site; and a control process comprising providing interactive control to the remote user over the preview of the pre-selected portion of the pre-recorded video products; and
- (d) a database associated with the machine executable program of instructions for the persistent storage of data corresponding to the remote user's activities on the network web site along with the user identification data in a manner that allows pre-selected portions of pre-recorded video products previewed by a remote user to be associated with the remote user who previewed them.

Claim 27 (previously presented): The computer system of Claim 26 wherein the portions of plurality of different pre-selected pre-recorded video products are identified and called from the central storage device using unique product codes.

Claim 28 (previously presented): The computer system of Claim 26 further comprising a machine executable program of instructions that provides a purchasing process comprising receiving from the user an order for purchasing at least one video product and recording the order for processing.

Claim 29 (previously presented): The computer system of Claim 26 further comprising a machine executable program of instructions that provides a listing process comprising providing the user with dynamic lists of the pre-selected portions of the plurality of different pre-recorded video products that have been previewed the most.

Claim 30 (previously presented): The computer system of Claim 26 further comprising a machine executable program of instructions that provides a recording process comprising providing the user with a record of previous previews by the user.

Claim 31 (previously presented): The computer system of Claim 26 further comprising a machine executable program of instructions that provides a ratings process comprising prompting the remote user for a user's rating of a particular one of the pre-selected portions of the plurality of different pre-recorded video products and stores the user's rating.

Claim 32 (previously presented): The computer system of Claim 31 further comprising a machine executable program of instructions that provides a first market research process comprising correlating the user's rating with the user identification data, for compiling market research data.

Claim 33 (previously presented): The computer system of Claim 26 further comprising a machine executable program of instructions that provides a second market research process comprising correlating the user identification data with all previews performed by the remote user, for compiling market research data.

Claim 34 (previously presented): A computer system comprising:

a) a networked central host web server that retrieves and transmits a pre-selected portion of a pre-recorded video product upon request by a remote user using a web browser over a telecommunications link, the central host web server hosting a web site that enables receipt of the video product through the web browser for preview of pre-selected portions of pre-recorded video products on a computer associated with the remote user;

b) a central storage device that stores pre-selected portions of a plurality of different pre-recorded video products, the central storage device coupled to the central host server;

c) at least one machine executable program of instructions that provides: an identification (ID) process comprising recognizing user identification data, transmitted from the remote user's computer to the central host server, prior to preview of the pre-selected portion of the pre-recorded video product by the remote user; a tracking process comprising tracking the remote user's progress through the network web site; and a control process comprising providing interactive control to the remote user over preview of the pre-selected portion of the pre-recorded video product; and a demographic process, associated with the central host server, comprising collecting demographic information regarding the user; and

(d) a database associated with the machine executable program of instructions for the persistent storage of data corresponding to the remote user's activities on the network web site along with the user identification data in a manner that allows pre-selected portions of pre-recorded video products previewed by a remote user to be associated with the remote user who previewed them.

Claim 35 (previously presented): The computer system of Claim 34 further comprising a machine executable program of instructions that provides a ratings process comprising prompting the user for a user rating of a particular one of the pre-selected portions of the plurality of different pre-recorded video products and stores the user rating.

Claim 36 (previously presented): The computer system of Claim 35 further comprising a machine executable program of instructions that provides a first market research process comprising correlating the user rating with the user identification data, for compiling market research data.

Claim 37 (previously presented): The computer system of Claim 34 further comprising a machine executable program of instructions that provides a second market research process comprising correlating the user ID with all previews performed by the user, for compiling market research data.

Claim 38 (previously presented): The computer system of Claim 34 wherein the demographic information is selected from the group of information types consisting of age, sex, income, ethnicity, education level, marital status, hobbies, and occupation.

Claims 39-51 (cancelled).

Claim 52 (previously presented): The method of claim 21, further comprising a step of rating one of the pre-recorded video products, wherein the user is graphically provided with up to 5 discrete rating selections on the computer display.

Claim 53 (previously presented): The method of claim 21, further comprising a step of gathering, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific video categories, configuration breakdowns, and demographic user profiles.

Claim 54 (previously presented): The method of claim 22, wherein, in association with the rating step, the user is graphically provided with up to 5 discrete rating selections on the computer display.

Claim 55 (previously presented): The computer system of claim 26, further comprising a machine executable program of instructions that provides a ratings process comprising prompting the remote user for a rating of one of the pre-recorded video products, wherein the user is graphically provided with up to 5 discrete rating selections.

Claim 56 (previously presented): The computer system of claim 26, further comprising a machine executable program of instructions that provides a customizable market research process comprising gathering, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific video categories, configuration breakdowns, and demographic user profiles.

Claim 57 (previously presented): The computer system of claim 31, wherein, in association with the rating process, the remote user is graphically provided with up to 5 discrete rating selections.

Claim 58 (previously presented): The computer system of claim 34, further comprising a machine executable program of instructions that provides a ratings process comprising prompting the user for a rating of one of the pre-recorded video products, wherein the user is graphically provided with about 5 discrete rating selections.

Claim 59 (previously presented): The computer system of claim 34, further comprising a machine executable program of instructions that provides a customizable market research process comprising gathering, from the network web site, customized market research information according to one or more desired parameters selected from the group consisting of unit sales, time periods, geographic markets, specific video categories, configuration breakdowns, and demographic user profiles.

Claim 60 (previously presented): The computer system of claim 35, wherein, in association with the rating process, the user is graphically provided with up to 5 discrete rating selections.

Claims 61-66 (cancelled):

Claims 67-80 cancelled by this amendment.